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9

19th ANNUAL AUTOMOBILE SHOW

69th REGIMENT ARMORY and

MADISON SQUARE GARDEN

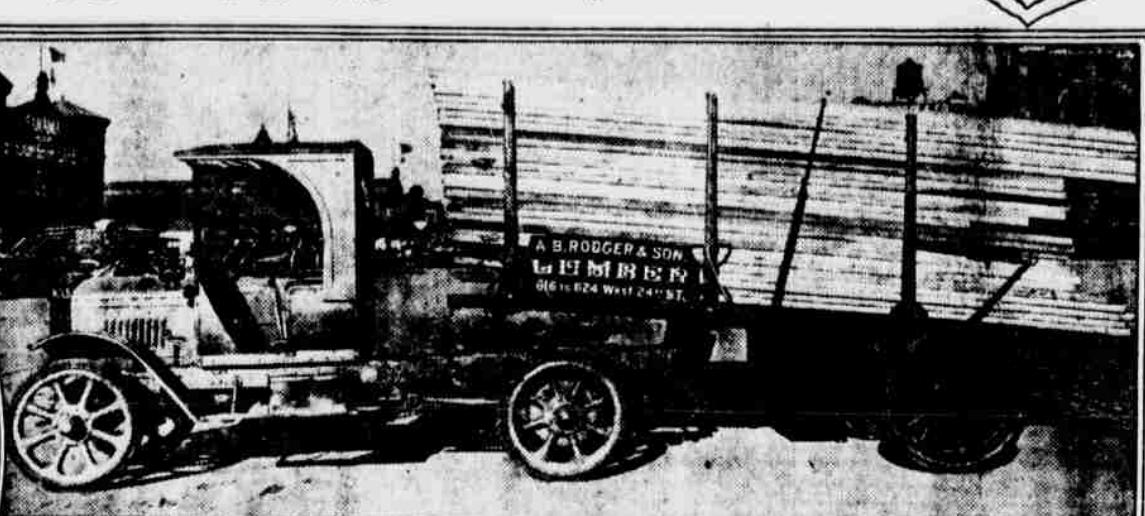
TRUCK WEEK - FEBRUARY 10th TO 15th



MACK.



NASH



INDIANA.

WILLYS SEES NEW ERA FOR FARMER

Passenger Car and Tractor Cut
Costs and Increase Pro-
duction.

By JOHN N. WILLYS.

President of Willys-Overland, Inc.
The farmer has benefited more than any other individual by the great mechanical era which has emancipated him from toil, shortened his hours of labor, making possible great advantages for himself and his family.
From the time when natives ploughed the ground with pointed sticks, either drawn by oxen or men, farmers' work has been revolutionized by one invention after another. The reaper, the power thrasher and the cultivator have all had their part and now with the advantages brought about with the last two additions to the farmer's equipment, the automobile and the tractor, the modern country gentleman holds more than ever the enviable place in the eyes of his city neighbors.

Isolation Is Overcome.
Take first the automobile. With this modern time saver at his command the farmer twenty miles from town is as close to his markets as the one five miles from town who depends upon the horse-drawn vehicle. The former feeling of isolation of a farmer living ten to thirty miles from a city has been completely lost with the newer methods of transportation.

And with the shortening of distance which consumes a great part of his last time in getting back and forth has come the reduction in the long hours formerly expended. For just ahead of the steering post of the automobile lie the glimmering lights of the city.
This gives the modern farmer all of the helpful advantages of farm life coupled with a closer touch with the city where he finds a market both for buying and selling. It is now an easier matter to dispose of perishable product at a greater profit and for the farmer to do his buying at times when lower prices prevail.

With the automobile the whole social and educational life of the farmer has taken on added pleasure. Friends are now close at hand, schools, colleges, and trade lessons are an easier matter, and for those reasons the farmer's children are not so easily tempted to leave the farm for the glamour of the city.
Every country fair and every market day tells plainly who is buying the automobiles. For in the rural communities surrounding the 6,300,000 farms in the country, 2,700,000 passenger cars were owned and operated by these farmers or by families in the rural communities adjacent to them during the last year.

There are countless other ways in which farmers are profiting through the use of the automobile.

Tractor Cuts Costs.

But we must consider the producing end of the farm business. Every farm is a factory, and just as we in the manufacturing business are quick to grasp every time or labor saving device, the farmer who has taken advantage of these labor savers has profited in direct proportion.

On the producing side of the farmer's business, the tractor has sprung into prominence with the call for more intensive methods. During the war the whole world looked to the farmer and he looked to his tractor. It is a great step forward in the complete motorization of the farm.
The seating arrangement is similar to that formerly occupied on the horse-



BETHLEHEM.



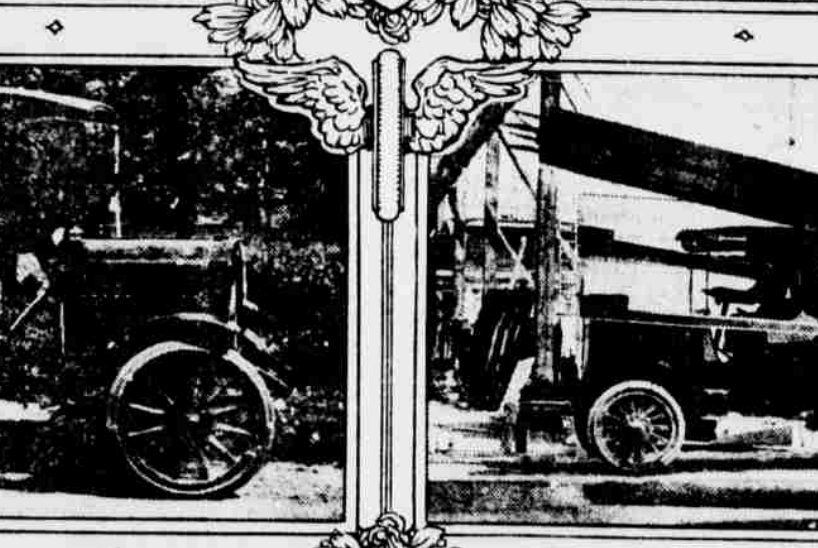
G.M.C.



CLYDESDALE



FEDERAL.



RIKER.



GARFORD.

TRUCK EXPOSITION OPENS TO-MORROW

Sixty-three Makes of Vehicles
and Tractors to Be
Exhibited.

Gratified by the success of the passenger car division of the nineteenth annual New York Automobile Show, members of the Automobile Dealers Association are looking forward to an equally successful Part II, of the double header exposition, which will probably be the largest and most complete ever staged.

This will begin in Madison Square Garden and Sixty-ninth Regiment Armory simultaneously to-morrow night and will be for commercial vehicles exclusively. Motor trucks, delivery wagons, tractors, trailers, truck and extension bodies, and accessories which are adaptable to all of these will be included.
The doors will open at 8 o'clock to-morrow evening and throughout the balance of the week the show will be open from 10 A. M. until 10:30 P. M. A single ticket admits to both Garden and Armory. It is the first motor truck exposition held in Manhattan in six years.

63 Makes to Be on View.
Sixty-three makes of complete motor trucks, wagons and tractors are to be exhibited, including all types and styles from the smallest light delivery wagon to a seven-ton truck—small vehicles with narrow 40-inch wheel base to long extension body creators, capable of carrying especially elongated loads, such as theatrical scenery, telephone poles, lumber, etc. In addition to the complete chassis the display of trailers will be most interesting and there will be nearly 200 displays of parts and accessories.

This was demonstrated conclusively that the motor truck was as vital a factor in winning the great allied victory as artillery and ships. Indeed, the development of the commercial vehicle since 1914 when Gen. Joffre used motor trucks to stem the tide at the first battle of the Marne and halt the Hun, has been phenomenal. Especially noteworthy has been the progress made since April, 1917, when the United States entered the conflict and when the army began to think of the motor truck in terms of tens of thousands rather than dozens.
While the war may not have caused entirely radical changes in motor truck design, its earnings, nevertheless, will be noticed in many cases where models have been strengthened.

Where the Exhibits Are.
The following makes of trucks will be displayed:

In the Garden—Main floor: Atlas, Autocar, Bethlehem, Columbia, Day-Elder, DeSoto, Dodge, Duesenberg, Ford, Graham, Grant, Hall, Maxwell, Master, Oldsmobile, Oneda, Overland, Packard, Paige, Reo, Riker, United States, Velie, Ward, West, Graham Extension, Hay-dea Extension, Babcock bodies and Laperre Trailer.
In the Exhibition Hall of Madison Square Garden, there will be shown the Autocar truck, Garford tractor and Emerson-Brantingham tractor, Terabe-truck.

In the Armory—Amen, All American, Bethlehem, Corbett, Clydesdale, Diamond T, Garford, Hurlburt, Jumbo, Kelly-Springfield, La France, Macar, Master, Nash, Oldsmobile, Menominee, Rainier, Republic, Sanford, Schacht, Service, Stutz, Stutz, Sullivan, Stewart, Titan, Tower, Traffic and Willcox.

Among the tractors, trailers, bodies and special units, including wheels and motors, are the following, displayed in the Armory:
Fordson (tractor), National (tractor), Jackson, Smith, Tread tractor, Tractor trailer, Warner tractor, Commercial Car Unit, Rose Motor, National body, Millerburg body, Economy body, Peter Barrett body, Lobs body and Metropolitan body.
C. H. Larson, chairman of the show committee, which was most energetic in promoting and staging the passenger car show, says that the members have not relinquished their activities in the slightest and while all the members are not truck dealers, they are cooperating, nevertheless, to make Part II the biggest sort of a success. The committee includes: C. H. Larson, chairman; H. B. Ellis, Harry J. De Bear, R. J. Gilman, William C. Postner, Walter A. Woods, Charles A. Stewart, general manager.

Special days have been designated, following the custom of former years, viz.: Monday, opening day, Tuesday, of

NEW YORK CITY HAS 32,000 TRUCKS

Gain of 7,000 in Year—State
Has 75,268, Increase
of 19,866.

ALBANY, Feb. 8.—Figures just compiled by Francis M. Hugo, Secretary of State give the registration of motor trucks for the past two years in the Bronx, Kings, New York, Queens and Richmond counties, the amount paid in registering the same, as well as the percentage of registration increase in the various counties the past year over 1917.
These figures are of particular interest to motor truck distributors, to the business world in general and likewise to other sections of this State which have also enjoyed a remarkable expansion in the number of their motor trucks during the last twelve months.
To-day New York city has approximately 32,000 motor trucks, representing a gain of 7,000 for the year. During the

same period of time New York State as a whole has increased its trucks from 55,402 to 75,268, a matter of 19,866 vehicles and a growth which figures out to 36 per cent.

The following figures give the motor truck registration in Greater New York in 1917 and 1918:

	1917.	Registration.	Amount.	Inc. P.C.
Bronx	1,440	2,272	\$27,200	56
Kings	1,882	2,432	\$30,400	28
New York	17,946	28,440	\$352,000	56
Queens	2,748	4,250	\$53,100	54
Richmond	301	1,290	\$16,100	328
Total	24,217	38,684	\$474,800	59

Sees 115,000 Trucks Here by End of 1919

ALBANY, Feb. 8.—Automobilists, here are Secretary of State Hugo's predictions regarding the number of motor vehicles in New York State in 1919:

Passenger cars	425,000
Trucks	115,000
Total registration	550,000
Chauffeurs	175,000
Receipts to motor vehicle bureau	\$6,000,000

"This year will be the biggest and best the automobile world has ever known. An early resumption of the normal output, a market practically barren and clamoring for cars, the return of ordinary business conditions, are the arrows that serve to point the way."
FRANCIS M. HUGO, head of the largest motor vehicle bureau in the world.

ONE IN 20 HAS MOTOR CAR.

Three Years Ago Ratio in New York State Was 1 to 31.

According to the latest motor vehicle figures available from the office of Secretary of State Hugo there is now an automobile to every twenty persons in this State. Three years ago there was a car to every thirty-one residents. The ratio, as improved each year, and while

New York State is still behind several other States in its car to population figures, it must be remembered that conditions somewhat different prevail in this State which have a tendency to raise the ratio.
In New York city there are tens of thousands of persons, many foreigners, who neither want nor expect to own a car, an entirely different situation from that which prevails in States such as Iowa, where there is a car to every eight or nine persons.